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WHAT IS AN ADEQUATE SAMPLE SIZE FOR QUALITATIVE RESEARCH?

An Academic presentation by

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INTRODUCTION

- Research involving participants involves a sample. The sample size is the number of individuals included in a particular study.
- Determining the right sample size is crucial in the [Research methodology](#) chapter which in turn affects the results of the research
- There is no fixed sample size for qualitative research as the sample size in qualitative research is often determined by data saturation
- sample size in [qualitative research](#) is not determined by statistical power or representativeness but rather by the quality and depth of the data collected.



IS THERE A SAMPLE SIZE CALCULATOR FOR SAMPLE SIZE CALCULATION FOR QUALITATIVE RESEARCH?

- some tools and resources can help researchers estimate an appropriate sample size for their qualitative research study.
- One such resource is the "Sample Size for Qualitative Studies Calculator", developed by the University of Colorado in Denver.
- This tool asks users to input information such as their [research question](#), data collection method, expected data complexity, and desired level of confidence in their findings.
- Based on these inputs, the calculator provides a suggested sample size range for the study.
- Researchers should use these tools as a starting point but remain flexible and adjust their sample size as needed during data collection and [data analysis](#).

WHAT IS A SAMPLING STRATEGY THAT I SHOULD FOCUS ON FOR QUALITATIVE RESEARCH?

- The sampling strategy for qualitative research depends on the research question, the purpose of the study, and the type of data the researcher wants to collect.
- Some common sampling strategies for qualitative research include:



Sampling strategy for qualitative research

1

Purposeful sampling

2

Snowball sampling

3

Maximum variation sampling

4

Convenience sampling

5

Theoretical sampling

PURPOSEFUL SAMPLING

- This strategy involves selecting participants based on their relevance to the research question and ability to provide rich and informative data.
- Purposeful sampling can include selecting participants with a particular characteristic, experience, or perspective relevant to the study

SNOWBALL SAMPLING

- This strategy involves identifying initial participants and then asking them to refer others who may be relevant to the study.
- Snowball sampling is often used when the target population is difficult to access, such as in studies of marginalized or stigmatized groups.

MAXIMUM VARIATION SAMPLING

- This strategy involves selecting participants who represent a wide range of variations on relevant characteristics, such as age, gender, socioeconomic status, or geographic location.
- Maximum variation sampling is often used to increase the diversity and richness of the data.

CONVENIENCE SAMPLING

- This strategy involves selecting participants who are easily accessible to the researcher, such as those who are readily available or who respond to recruitment efforts.
- Convenience sampling is often used when time or resources are limited.

THEORETICAL SAMPLING

- This strategy is often used in grounded theory research, which involves developing theories based on participant data.
- Theoretical sampling involves selecting participants based on emerging theories or hypotheses and collecting data to test and refine these theories.

The sampling strategy should be selected to maximize the quality and depth of the data collected so that it will be effective to carry out the [Qualitative statistical analysis](#) in research.

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